

TOBACCO INDUSTRY RESPONDS STRONGLY TO GOVERNMENT
REPORT -- ACTION BY EMPLOYEES URGED

Release of the latest Surgeon General's report on smoking has prompted quick and critical reaction by the Tobacco Institute and Philip Morris U.S.A. The TI challenge of the report's findings came at a widely publicized press briefing held the day before release of the government publication. And U.S.A. employees were given the company's position in a letter from our Chairman, Hugh Cullman.

You can help, too. Your feelings about this latest government report can be aired through letters-to-the-editor of your hometown newspaper, and by expressing your beliefs on radio call-in talk shows.

The point is: our side of the story can and should be told. As members of the tobacco family, and as citizens, we have the right -- and the responsibility to share with the general public our views on smoker's rights. As we found in the campaign to defeat Proposition 5 in California, when the industry speaks out clearly and forthrightly, the media and the public listen. The result is increased public understanding and acceptance of individual rights and, specifically, the right of the public to enjoy our products.

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ARGUMENTS YOU CAN USE

In your letters and in your conversations with others, remember these points (your TAP Manual gives you tips on how to write your letter effectively):

- The American public wants and cure for cancer and the government has for years spent millions of tax dollars without finding a cancer cure. Secretary Califano's focus of tobacco attempts to divert attention away from the government's failure to discover a cure.
- On the question of smoking and health, statistics are facts, but conclusions based on statistics are not facts; they are conjectures. There are just too many questions left unresolved, and the answers to these questions continue to elude scientists.
- The tobacco industry is concerned about the possible effects of smoking on health. Because it wants to see answers found to the many unresolved questions, it has spent more on research into this question than all the government and and private organizations put together.
- There is nothing new in the latest Surgeon General's

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report -- even HEW officials and government scientists admit that. And many of the studies it cites have been challenged by reputable scientists as poorly conceived, factually erroneous or statistically invalid.

- Despite Califano's statements to the contrary, there is no evidence to show cigarette advertising influences the decision to smoke. The tobacco industry believes that the decision to smoke is one that should be made by mature adults. The industry has voluntarily refused to use models in their ads under the age of 25, and it does not promote its products on college campuses.

PROP 5 - TELLING ANOTHER SIDE OF THE STORY

The defeat of Prop 5 generated considerable discussion concerning the involvement of the tobacco industry in the successful campaign against the proposal. One North Carolina newspaper questioned the involvement, and a member of the PM USA Sales Force living in Raleigh decided to respond. His letter demonstrates the effectiveness of writing your ^{new} paper when you have a point to make:

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-The People's Forum-

The News and Observer, Raleigh, N. C.
Thursday, December 21, 1978

Proposition 5 message

To the Editor: You recently printed an editorial from The Fayetteville Observer on Proposition 5, the anti-public smoking referendum in California, ("Puffers, tobacco money prevail in California," Nov. 26).

I'm somewhat surprised that a North Carolina newspaper would fail to perceive the real message from the defeat of Proposition 5. After hearing both sides present their case 3.7 million voters or 54.3 percent, rejected the proposal. The fact that non-smokers far outnumber smokers in California (as they do elsewhere) points out that a high percentage of people who

don't smoke prefer to see the issue of smoking in public places settled through mutual courtesy rather than by the heavy hand of Big Brother government.

Another interesting fact is that Proposition 5 was rejected by voters in all 58 counties of the state. Even the now legendary Proposition 13 failed to pass in every county. And do the editors realize that the largest contributor to the proponent's side was a commercial, profit-motivated multimillion-dollar firm that operates a quit-smoking clinic? Were they not operating in pursuit of self-interest?

And finally the editors of The New York Times, in a Nov. 27 editorial, point out another reason why common sense seems

to have prevailed despite efforts by the anti-smoking lobby to bring about the closest thing to Prohibition since the Volstead Act. Proposition 5 lost heavily (in part) because it was poorly drafted. Opponents were able, with reason, to ridicule the proposition for permitting smoking at rock concerts but not at jazz concerts. Most California voters were not deceived by such blatantly discriminating and inconsistent claims.

These are the facts. And as in California, the public has a right to know.

JOHN R. MOORE
Raleigh

MORE GOOD NEWS

Loma Linda, California -- On November 14, the Loma City Council rejected a proposed "No Smoker's Bill of Rights." Reason: city council members said there was "no outcry from residents or businesses seeking smoking limitations," and they also pointed out "there are a lot more important things to do here."

Loma Linda is the second city in California, following Patterson, to turn down anti-smoking legislation in the wake of the defeat of Prop 5.

Dallas, Texas -- On December 13, the Dallas City Council, by a vote of 7 - 4, voted to set aside a proposal that would have broadened an existing public smoking restriction ordinance. The Public Affairs Department, PM USA, was alerted to the proposal by Larry Glennie, Region 5 Manager.

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Richmond, Virginia -- the sponsor of legislation to raise the tax on cigarettes withdrew his proposals from the Virginia legislature when he found little support among his colleagues.

During 1978, a total of 168 anti-smoking bills were introduced in 49 legislatures across the country. Only five passed. At the same time, 33 measures to raise the excise tax on cigarettes were proposed in 17 states, but only one was approved. And the Colorado legislature voted to reduce that state's tax. Involvement by industry representatives and PM USA personnel helped.

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